

ADVANCED SUBSIDIARY GCE
APPLIED TRAVEL AND TOURISM
Introducing Travel and Tourism

G720/CS

CASE STUDY

Tuesday 17 May 2011
Morning

Duration: 2 hours



INSTRUCTIONS TO CANDIDATES

- This is a clean copy of the case study which you should already have seen.
- You should refer to it when answering the examination questions which are printed in a separate booklet.
- You may **not** take your previous copy of the case study into the examination.
- You may **not** take notes into the examination.

INFORMATION FOR CANDIDATES

- This document consists of **16** pages. Any blank pages are indicated.

INSTRUCTION TO EXAMS OFFICER / INVIGILATOR

- Do not send this case study for marking; it should be retained in the centre or destroyed.

Document 1



Mendip – Somerset at its Best!

Mendip District is surely a unique area of the West Country. Situated only twenty miles to the south of Bath, Mendip is steeped in history and legend associated with Roman and Iron Age remains, the ruins of medieval castles and Glastonbury Abbey – the cradle of Christianity in England and the legendary land of King Arthur.

Mendip also encompasses some of the most attractive of Somerset's varied landscapes, ranging from the limestone summits of the Mendip Hills to the broad expanses of the Somerset Levels. Together with historic towns, numerous charming villages, and many other visitor attractions, they make it an ideal area for either a short break or a longer stay at any time of the year. Visitors have an extensive choice of accommodation.

Mendip is easily reached by car, train or coach and is close to regional sea ports and airports (Bristol, Exeter). There are rail services to Bristol, Bath, Frome and Castle Cary, with bus connections to Mendip towns. Contact any local Tourist Information Centre (TIC) for free information on public transport.

Attractions in the Local Area

Chalice Well and Gardens, Glastonbury According to legend, the waters of the Chalice Well have curative powers, and Joseph of Arimathea hid the chalice of Holy Grail here. Beautiful, relaxing gardens and shop on the site.

Charterhouse Centre An outdoor activity and field study centre on the Mendip plateau, offering many study courses of interest to the public. The centre interprets the history and wildlife of the Mendip Hills. There is an 'easygoing' trail for visitors in wheelchairs.

Clarks Village, Street The first purpose-built factory shopping scheme in the country, in an attractive setting. Over 50 retail outlets sell a wide range of branded goods at discounted prices. Many facilities on site, including a Shoe Museum and TIC.

East Somerset Railway A preserved steam-operated railway, based at Cranmore Station, near Shepton Mallet. Trains in steam at weekends and Bank Holidays in summer, plus static displays, restaurant and shop.

Ebbor Gorge National Nature Reserve (NNR) north of Wookey Hole, with panoramic views over the Levels, featuring footpaths and nature trails in woodland surroundings.

Farleigh Hungerford Castle Interesting ruins, dating from the 14th century. Various events and 'Living History' displays during the year. An English Heritage property.

Glastonbury Abbey Extensive and beautiful remains of the Abbey, largely destroyed in 1539 during Henry VIII's Reformation. Visitor Centre and souvenir shop on site. Guided tours available, plus regular demonstrations of former monastic life.

Glastonbury Tor In the care of the National Trust, this famous landmark rises to 158 metres above sea level, and is topped by the tower of a ruined medieval church. Many myths and legends are associated with the Tor. Visitors are advised to walk to the Tor from the town centre, or use the 'Tor Bus' service in the summer.

Glastonbury Tribunal At one time thought to be an Abbey Court House, this 15th century former Merchant's House now contains the town's TIC and a museum of the Glastonbury Lake Village.

Hecks Cider Makers, Street Demonstrations of the traditional cider-making process; many types of cider and other local produce for sale.

Peat Moors Centre Interprets the history, archaeology and wildlife of the Somerset Levels, including the local peat-cutting industry. Reconstructed Iron-Age Round Houses are a major feature, as are regular events/demonstrations.

Somerset Rural Life Museum, Glastonbury A fascinating folk museum, centred around a 14th century Abbey barn; features displays on social history and former agricultural industries of Somerset. Full programme of demonstrations and events. Shop and tearoom on site.

Westhay Moor Nature Reserve This NNR to the west of Glastonbury features much wildlife unique to these former peat workings on the Somerset Levels.

Wookey Hole Caves A major visitor attraction, featuring the natural wonders of the caves, once occupied by early man and the legendary 'Witch of Wookey', plus many other attractions. Restaurant and shops on site.

Document 2

Average Expenditure by Ticket Type at Glastonbury Festival

By Ticket Type	Standard	Trader's Pass	Volunteer	Local Resident	Other
No of trips in total	136,467	19,414	10,880	3,271	7,467
Spend on site (£)					
Food and drink	129.19	83.86	87.09	86.81	90.22
Shopping	23.02	17.59	15.49	14.25	14.05
Entertainment and services	2.35	2.68	2.16	0.11	1.48
Other	1.32	0.48	0.33	0.55	1.43
Total on site (£)	155.88	104.61	105.07	101.72	107.18
Gross on site spend (£000's)	21,272	2,031	1,143	333	800
Spend off site (£)					
Food and drink (shops, supermarkets)	38.58	44.44	38.80	21.67	30.18
Food and drink (pubs, restaurants)	5.43	4.31	2.54	0.67	7.96
Other shopping	53.87	39.39	45.34	15.18	55.89
Travel and transport	48.01	82.26	40.53	9.81	43.11
Entertainment and services	1.74	2.01	0.56	0.00	0.00
Accommodation	2.58	1.25	0.81	0.00	2.97
Total off site (£)	150.21	173.66	128.58	47.33	140.11
Gross off site spend (£000's)	20,499	3,371	1,399	155	1,046
Total (£)	306.09	278.27	233.65	149.05	247.29
Gross total spend (£000's)	41,771	5,402	2,542	488	1,847

Document 3**FAQs to Mendip District Council****Can you send me any brochures or leaflets about attractions and events in your area?**

Yes – contact the Somerset Visitor Centre, on somersetvisitorcentre@somerset.gov.uk or any local Tourist Information Centre.

Do you publish an Events List for your area?

Yes – contact the Visit Somerset website for details.

Have you an accommodation list for your area?

Yes – contact the Visit Somerset website for details on places to stay.

The five TICs in Mendip also publish accommodation guides for their localities. The Tourism Officer or Customer Services can send out brochures by post; TICs can also respond to requests.

How can I advertise my tourism business via the Council?

Paid advertising space for ‘inspected’ accommodation establishments and tourist attractions is available in annual tourism publications like ‘Somerset – Jewel of the South West’.

Opportunities for specialist marketing (e.g. themed promotions, short breaks and overseas markets) are also available, via the Somerset Tourism Partnership and South West Tourism (Regional Tourist Board); contact the Tourism Officer at Mendip District Council for further details.

I am thinking of setting up a bed and breakfast/self-catering business. Can you offer me any advice?

Yes – contact the Tourism Officer on martin.lofthouse@mendip.gov.uk for more information.

Document 4

Welcome to Number Three Hotel

Number Three is a small hotel/bed and breakfast in Glastonbury, England, offering unique and peaceful accommodation. The Georgian town house was built within the original boundaries of Glastonbury Abbey, and today, a beautiful walled and terraced garden gives views of the Abbey ruins and the extensive grounds they are set in. We are in the centre of Glastonbury next to the Abbey ruins.

There is a Georgian entrance hall, leading into our large walled garden. Here cars can be parked behind security gates which guests can operate using their own key tags.

A special continental breakfast is served in the dining room: fresh fruit salad, yoghurts, juices, ham and cheese, freshly baked croissants, toast, cereals, teas and freshly brewed coffee. Dietary requirements and milk/wheat allergies can be catered for. Please let us know in advance of your stay.

We have five double or twin rooms each individually designed. All have en-suite bathrooms with baths and some with separate showers and each room has television, telephone, tea and coffee making facilities. Three of the rooms are in the garden house, the other two in the main house: all are centred around the garden which is floodlit at night and sheltered by mature walnuts, silver birch, weeping willow, Lawson's cypress and an old spreading apple tree.

Double room – **£120 to £130**

Twin Room – **£120**

Single occupancy – **£95 to £105**

This is a non-smoking house

3 Magdalene Street, Glastonbury, Somerset, BA6 9EW, England

Telephone: 44 (0)1458 832129 or 834703 Facsimile: 44(0)1458 834227 Email: info@numberthree.co.uk

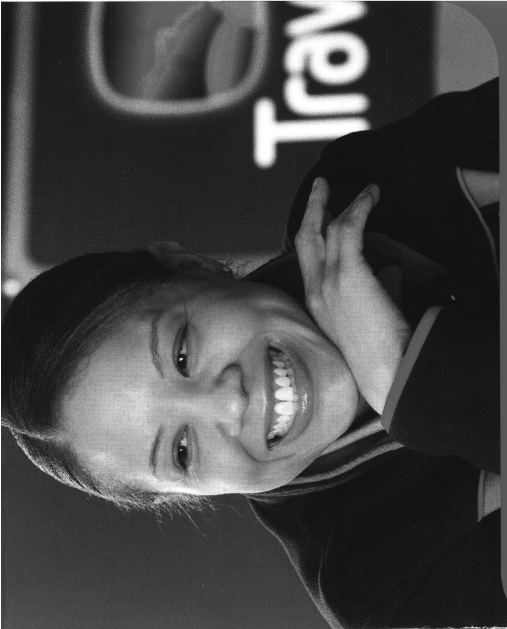


Internet: www.numberthree.co.uk

Before you go anywhere, go to
travelodge.co.uk



Glastonbury Travelodge



Welcome to Travelodge....

Travelodge is here to make you feel better off.

You'll have everything you need for a good night's sleep at a great price so you can enjoy the real reason for your stay.

Our clean and comfortable rooms provide you with all the essentials you need. This includes a comfy bed, en-suite bathroom, a colour TV, tea and coffee making facilities and food and beverage options. And for your comfort, all of our bedrooms are 100% smoke free.

We can keep our costs down and pass those savings on to you in the form of even more low-priced rooms by not providing biscuits, toiletries, hairdryers and irons in each room*.

*Hairdryers, irons and ironing boards are available upon request from reception. Subject to availability. The information provided is correct at the time of print.

Document 5a

At Travelodge we are always looking to give you the best deal, and unlike some hotel companies our rates are priced per room not per person.

Saver rates* from £29

Our Saver rate is available in most hotels from just £29. Use our website search tool to book by date or location up to a year in advance.

Flexible rates from £46

Our Flexible rates, which are available every night at every hotel, not only give you great value but flexibility if your plans change.



Find our lowest rate only at travelodge.co.uk

It's quick, easy and saves you money:

- Book up to a year in advance, 24/7
- Access our lowest prices using our Saver rate search
- Cancel or amend bookings
- Secure online payment process
- 10% discount on breakfast
- Book wireless internet access at any of our hotels
- Easily locate the hotel closest to where you need to be, with the option to view all attractions, events and festivals within the area you're visiting
- View details of all our hotels and their surrounding area
- Receive instant email confirmation of any booking
- Plan your journey with the online route planner or download files for your sat nav

* Saver rates must be booked at least 7 days in advance (dependent on rate) and cannot be refunded if cancelled. Please see the Terms and Conditions on our website for full details of our rates. Saver rates may not be available at every hotel, every night.

All rates are subject to availability at time of booking. Terms and conditions apply, see travelodge.co.uk for details.

Perfect for summer

Summer is a great time to get away and see people and places you have been meaning to visit for a while. Whether it's a seaside trip with the family, a romantic weekend away or a night out with friends in your favourite city, Travelodge has a room for everyone.

Travelodge are continually opening hotels in towns and city centres across the UK, offering you an even better choice of places to stay. With comfortable rooms that have everything you need, you can't fail to have a good night's sleep.

Our family rooms have enough space for four people*, which is great news as you pay per room, not per person.



* Up to 2 adults and 2 children under 16 or 3 adults sharing.

Need to stay in touch?

Need to check your email even though you're away from home? Or perhaps you want to surf the web for entertainment.

Travelodge wireless internet access is now available in all Travelodge hotels for customers with a wireless access enabled laptop computer or device.

Our time based price plan ensures you only pay for the time you need – whether it's an hour or a week.



Breakfast

Whether you are off to an important meeting or doing some serious shopping, a good breakfast will set you up for the day.

Breakfast Buffet

Help yourself as many times as you like for just £7.50 in all hotels with a Bar Café on-site, and kids eat absolutely free*. The choice is yours, from a hot cooked breakfast to cereal and juice, get your day off to the perfect start.

* Up to 2 children 15 years and under eat free of charge for each paying adult.

Document 6a



GLASTONBURY ABBEY

Abbey Gatehouse, Magdalene Street, Glastonbury, Somerset BA6 9EL

Contact: Francis Thyer Tel: (01458) 832267 Fax: (01458) 836117

email: info@glastonburyabbey.com www.glastonburyabbey.com

Romantic ruined Abbey. Peaceful parkland, ponds and wildlife areas. Legendary burial place of King Arthur and traditionally the oldest Christian sanctuary in Britain. Come and discover 2000 years of history and mystery at this ancient site. Hear stories from our Living History enactors (daily March to October) about this once great Abbey – the largest and wealthiest in Britain – and of the lives of those who lived here.

Visitor Centre. Holy Thorn Tree. Gift Shop. Outdoor Summer Café. See website for events.



Open all year except Christmas day

Open 09.30hrs until 18.00hrs (or dusk if earlier). Open 09.00hrs in June, July and August.

Open 10.00hrs in December, January and February.

Document 6b

Car & Coach Parking

St. Dunstan's (Abbey) car and coach park is adjacent to the Abbey entrance; parking is available on payment of the Town Council's current tariff. Entrance to the Abbey can be gained either from Magdalene Street or from the rear (North East) corner of the car park.

Coach parking is also available at Northload Street West car park (approximately 400 metres from the Abbey).

Disabled

Wheelchair access is possible to 95% of the whole complex.

The Ticket Office, Gift Shop, Toilet and Museum are all interlinked, are modern and are all properly ramped, with stone and tarmac surfaces.

The grounds have compacted gravel/dust paths, which are, believe it or not, excellent for wheelchairs and wheelchairs are also permitted to go onto the grass, if the ground is not too wet. We do keep two wheelchairs on site, for people to use when here – they are 'manual' and would require their partner to push them around.

There is one modern toilet for disabled persons available.

A large print leaflet can be made available on request.

We also have an audio tape specifically for the visually impaired available, together with written 'Fingertip Guide' for their sighted partner, to help them get the best out of their visit.

There are hearing loops in the Ticket Office and Shop.

The Lady Chapel is now accessible (since 2006) for viewing, by those in wheelchairs, via a 'bridge' across its centre, without any steps!

From March to October, daily, we have costumed guides, who will tell visitors tales of the past; one character has several presentations each day, usually in the Abbot's Kitchen and this can be as much enjoyed by visually impaired as sighted persons.

We do have an outdoor summer café (mid-May until late-September) which has some 'fixed' circular tables and chairs; a number of these units have space to accommodate a wheelchair.

There is sadly no parking on site for visitors, whether they are disabled or not; there is however a private car/coach park adjacent to our entrance (fees are payable), where one can park, or drop off as appropriate.

Health & Safety

We try to provide a safe place for visitors, within the constraints of an historic property; but please take care. Varying ground levels can be dangerous, especially in wet weather. Take care around the ponds and rough stonework. In the wildlife areas beware of uneven ground and badger holes. **Children must be supervised at all times.** A First Aid Kit is kept at the ticket office.

Dogs

Are welcomed provided they are kept on leads at all times. We request this as we have badgers, squirrels, ducks and geese on site. Two 'dog loos' can be found within the grounds and plastic bags can be obtained from the ticket office, if needed. In summer a water bowl is provided by St. Patrick's Chapel.

Picnics

You are welcome to picnic within the park, however we would ask you not to picnic within the confines of the Abbey Church itself. Please ensure all litter is either binned or taken home.

Café

From mid-May until late-September we have an outdoor café, situated in the shelter by the Car Park wall (west end). The café sells teas, coffees, cold drinks, biscuits, sandwiches, pasties, ice-creams... even home made cakes and cream teas. For those who are purchasing food, a glass of wine and bottles of beer or cider can also be purchased.

Large groups can be catered for by prior arrangement.

Farleigh Hungerford Castle
Somerset – BA2 7RS



Farleigh Hungerford was begun in the 1370s by Sir Thomas Hungerford, Speaker of the Commons, and extended in the 15th century by his son Walter, Lord Hungerford, Agincourt veteran and distinguished medieval statesman. The remains of their fortress, built in the most up-to-date and fashionable quadrangular style of the time, includes two tall corner towers, along with a walled outer court incorporating a complete castle Chapel and attendant Priest's House.

Crowded with fine family monuments and bedecked with wall-paintings, the chapel stands above a crypt where the lead coffins of 16th and 17th-century Hungers are still visible. These have 'death masks' of the deceased indented into them, and are probably the best examples of their type in Britain. The colourful Hungerford family included two members executed during the Wars of the Roses and another – who imprisoned his wife here for four years – beheaded for alleged treason and witchcraft by Henry VIII. One Lady Hungerford was hanged for murdering her first husband and burning his body in the castle's kitchen oven, another

was charged with adultery and attempted poisoning.

The chequered history of Farleigh and its owners is told in interpretation panels, extensive displays in the Priest's House and an audio tour. Much improved facilities for disabled visitors include a touch-screen virtual tour, while family and educational facilities include a 'book box', a schools base and examples of historic costumes.

www.english-heritage.org.uk/farleighhungerford

NON-MEMBERS	
Adult	£3.50
Concession	£2.60
Child	£1.80

OPENING TIMES

1 Apr–30 Jun, daily	10am–5pm
1 Jul–31 Aug, daily	10am–6pm
1–30 Sep, daily	10am–5pm
1–31 Oct, daily	10am–4pm
1 Nov–20 Mar,	10am–4pm
Sat & Sun	10am–4pm
Closed	24–26 Dec & 1 Jan

HOW TO FIND US

Direction: In Farleigh Hungerford, 9 miles SE of Bath; 3½ miles W of Trowbridge on A366

Train: Avoncliffe 2 miles; Trowbridge 3½ miles


Bus: Bodmans 96 from Trowbridge (passes close to Trowbridge) then 1½ mile


Tel: 01225 754026





 Disabled access (Chapel and Priest's House, ground floor only. Disabled toilet).
 MAP Page 265 (3H)
 OS Map 143/156 (ref ST 801576)


guide to symbols


 Audio Tours
Subject to availability. Included in the admission price. May not be available during events


 Available for hire for corporate and private events. Properties showing this symbol may be closed at certain times for private events so please ring in advance


 Baby changing facilities


 Dogs allowed on leads


 Educational resources available


 Events
A charge may apply to some events


 Exhibition


 Family learning resources available


 Film/TV location


 Gardens


 Guidebooks


 Holiday cottage available to let


 Licensed for civil ceremonies


 Local railway station


 Male/female toilet


 Museum


 No dogs allowed


 OVP – Admission free for Overseas Visitor Pass holders


 Park


 Parking


 Picnic area

 Restaurant

 Shop

 Suitable for people with disabilities

 Tearoom

 Sites with this symbol contain features which could be hazardous due to their historic nature. Please pay attention to safety notices on site.

Access

For a thorough guide to accessibility and the special facilities at many of our sites, please refer to our free Access Guide. This is available in large type, braille, on tape and on disc by region, or on our website. Visit www.english-heritage.org.uk/accessguide to download your free copy.

Alternatively, please call 0870 333 1181, minicom 0800 015 0516 or email customers@english-heritage.org.uk

Information on our sites is also available by fax on 01793 414926. For individual site fax numbers, please telephone or email Customer Services.

Document 8

£73m Impact of Glastonbury Festival

The world famous Glastonbury Festival impacts on the worldwide economy to the tune of more than £73m, figures from a unique study reveal.

The figure is one of dozens featured in a new report by Mendip District Council on the economic impact of the Somerset event. This is the first study of its kind to be undertaken on the Glastonbury Festival, which was carried out by the Bristol-based consultants, Baker Associates. Its aim was to fully understand the economic effects of the Festival and to help support the planning of future years.

This major event has already won national awards for its partnership working between the Festival organisers, Mendip District Council and other agencies.

John Baker from Baker Associates said: "We were commissioned by Mendip District Council and Glastonbury Festival to carry out the study, which is one of the first to focus on the overall economic impact of the Festival, and to improve understanding of its impacts on various areas of the local and regional economy."

"The study also reports on other areas that are linked to its impact on the economy and how these issues can be looked at in the future to further build on the economic benefits that the Glastonbury Festival could bring to Mendip."

The report gives the first detailed insight into the world-renowned music festival – the largest of its kind in the UK – including the £73m gross impact the Festival has on the UK and international economies.

The following points are just an insight into some of the figures revealed through the report:

- A crowd of 177 500 people attended the Glastonbury Festival in 2007, with an average spend per person of £293.24.
- Total spending on the Festival site by revellers and traders was about £25.6m and off-site spend was about £26.5m, giving a total spend of about £52m directly linked to the Festival.
- Estimated spending by Glastonbury Festival associated with staging the 2007 Festival was £21.2m (over the period November 2006 to October 2007).
- Therefore, the gross spend linked to the 2007 Glastonbury Festival was more than £73m.

The leader of Mendip District Council said: "Glastonbury Festival is such a huge event for Mendip. This study has revealed valuable information that, until now, has not been identified before. We've always recognised that Glastonbury Festival is an important event for our district and the country, but have never been able to judge just how important it is."

“The study has provided some important data which will not only help those involved to plan future festivals but also to look at how the Festival affects Mendip. This information will enable us to better understand how it affects our local economy, which is so important to many aspects of our lives and business and has shown us, in detail, how large scale events impact on our local area.”

“I hope this study can be used by other festivals and organisations as a key educational tool to demonstrate the value and difficulties of large scale events.”

info@mendip.gov.uk

01749 648999

Mendip District Council, Cannards Grave Road, Shepton Mallet, Somerset BA4 5BT

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